

Policy Details

Directorate:	Community Services
Branch:	Marketing and Events
Responsible Manager:	Marketing and Events Manager
Date adopted:	<i>(include date adopted, Council minute number or ELT meeting date)</i>
Date for review:	2 years from the date of adoption or date of last review
Legislative basis:	Section 189 (Expenditure on grants to community organisations) Local Government Regulation 2012
Related Documents - forms and procedures	Sponsorship and Promotions Procedure (DM: 13455305)

1. Policy Purpose

To establish the framework and guidelines for the development and management of incoming sponsorship and promotional activities for Logan City Council and its related internal and external stakeholders.

To require officers responsible for negotiating or participating in sponsorship and promotional arrangements for and/or on behalf of Council events, programs, activities and facilities to use the incoming Sponsorship and Promotions Policy as the authority for such purposes.

To meet the annual reporting requirements under section 189 of the Local Government Regulation 2012.

2. Scope

This policy applies to the officers responsible for negotiating or participating in incoming sponsorship and promotional arrangements for and/or on behalf of Council events, programs, activities and facilities, and includes all councillors, employees and contractors working for Council regardless of whether they are permanent, temporary, full-time, part-time or casual. For the purposes of this policy, the term contractor includes on-hired temporary labour services (agency staff) and sub-contractors.

3. Policy Statement

This policy sets a vision for sponsorship practices of Logan City Council that will provide for a holistic approach, aligning efforts with Council's Corporate Plan priorities.

This policy provides the operating principles and broad direction for Logan City Council's Sponsorship Advisory Group to oversee its implementation. Reports to relevant Council committees will be made by the Marketing and Events Manager.

This policy is consistent with Council's existing commercial purchasing and tendering policies and procedures.

Policy Goals

The policy ensures that Logan City Council and its sponsors achieve their desired outcomes whilst adhering to Council guidelines and procedures and retaining appropriate levels of transparency and accountability. The sponsorship and promotions policy will provide the process to:

- a) secure additional revenues to assist in the overall delivery of Council's events, programs, activities and facilities and to offset staging and administration costs
- b) maintain affordability for participants of Logan City Council's events, programs, activities and facilities and add value to their overall experience

- c) generate increased funding to support community initiatives and extend the Council's current program offerings
- d) improve the perception of ratepayers of the value for money for Council provided community services
- e) assist council in promoting its messages in the marketplace through leveraging sponsors' media and distribution channels
- f) generate greater corporate interest by creating tailored sponsorship properties to suit sponsors' specific objectives
- g) establish a streamlined application and management process for Council and sponsors.

Policy Principles

The following general principles will be adhered to by the Logan City Council’s Sponsorship Advisory Group in the development and management of its sponsorship program:

- a) A sponsorship arrangement should not impose or imply conditions that would limit, or appear to limit, Logan City Council’s ability to carry out its functions impartially.
- b) There should be no real or apparent conflict between the objectives and mission of the sponsor and those of Logan City Council.
- c) Sponsorship of Logan City Council should not involve explicit endorsement of the sponsor or the sponsor’s products.
- d) Where sponsorship takes the form of provision of a sponsor’s product/service, the product/service should still be evaluated for its fitness for purpose against objective operational criteria relevant to Logan City Council’s needs.
- e) It is inappropriate for any representative of Logan City Council to receive a personal benefit from a sponsorship of its events, programs, activities and facilities unless such a benefit is deemed to be appropriate in the course of delivering their job role.
- f) In most circumstances, the public interest is best served by making Logan City Council sponsorship opportunities widely known.

The following criteria will apply to all requests received:

- a) Proposals must be in writing setting out details of the request and its purpose.
- b) Council will assess sponsorship proposals to ensure that benefits to the sponsor approximate the tangible and intangible value of the sponsorship.
- c) Council will assess any risks associated with accepting sponsorships including possible perceived benefits to Council suppliers and potential suppliers.
- d) Members of Logan City Council’s Sponsorship Advisory Group will declare any possible conflicts of interest when assessing sponsorship proposals.

4. Reporting

The Marketing and Events Manager will report on sponsorships in accordance with relevant delegations.

5. Definitions

The following definitions apply to this policy.

TERM	DEFINITION
Incoming Sponsorship	The monetary and non-monetary support received to support Logan City Council's events, programs, activities and facilities in return for the right to promote a sponsor's name, image, product or services. Does not include joint ventures, consultancies, hospitality and gifts or donations where the reciprocal benefit provided by Logan City Council does not extend beyond some modest acknowledgement.
Promotion	The process of creating an awareness of the product/service and stimulating demand for the product/service. It includes advertising, publicity and public relations.

TERM	DEFINITION
Publication	The general term for a written product used to promote the organisation e.g. annual report etc.
Sponsorship Advisory Group	The Sponsorship Advisory Group consists of Managers appointed to or invited to the group to review the sponsorship program. The group is chaired by the Marketing and Events Manager.

Document Control

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Amendment History

Version Number	Description of Change	Author / Branch	Date
1.0	Original version	Marketing & Events	